



5th Economic Mission Africa-Israel

Tel Aviv, 3-7 May 2009



In collaboration with:



Established as a division of the Ministry of Foreign Affairs in 1958, MASHAV has trained almost 200,000 course participants from some 140 countries in Israel and abroad and developed dozens of demonstration projects worldwide in fields of Israeli expertise.



CINADCO
Centre for Int'l Agric
Dev. Cooperation

CINADCO is MASHAV's main professional and operational institution for international agricultural development cooperation. CINADCO's activities focus on key issues and problems in agricultural development facing rural and peri-urban communities.



המכון הישראלי לייצוא ולשיתוף פעולה בין-לאומי
The Israel Export & International Cooperation Institute

Israel Export & International Cooperation Institute is the primary organization facilitating trade opportunities, joint ventures, and strategic alliances between international businesses and Israeli companies.



Israel-Africa Chamber of Commerce, a non governmental and non profit, was reorganized in 95 to promote economic & trade relations between Israel and Sub-Saharan countries. It counts 100 members from various sectors.

Senior Economic Mission Africa-Israel 2009

The Fifth edition of the Senior Management Economic Mission Africa-Israel 2009 will bring once again public and private sector from Africa and Israel, with the aim of promoting private sector development, training human resources, stimulating access to international markets and expanding partnership opportunities.

The mission is limited to 40 participants that have a common interest in sectors such as agriculture, agro-industry, livestock, technology, environment and finance and want to identify partners for specific projects, share experiences and success stories with the Israeli counterparts.

The Programme

DAY 1 – SUNDAY 3 MAY 2009 * REGISTRATION & CINADCO

Morning: Registration of Participants

Afternoon: Official Opening of the 5th Economic Mission Africa Israel and Visit to CINADCO

- CINADCO – a solid partner to Africa for training and transfer of know-how and technology.
- Presentation of Israeli expertise in Agriculture and ICT - Information and communication technology.
- Innovation policy in Africa - How to promote the spirit of entrepreneurship in Africa.
- Opportunities for the export of raw materials and commodities to specific international markets and the vital need of African countries to add value to these products.
- Encouragement of the export industry through the means of financial and professional assistance provided by the Israel Export and International Cooperation Institute.



DAY 2 – MONDAY 4 MAY 2009 * CONFERENCE & BUSINESS MEETINGS

Morning: Conference

- Presentation of African participants: the opportunities Africa offers to Israeli entrepreneurs.
- Presentation of Israeli participants.
- Show-case of a series of 'success stories' by Israeli entrepreneurs that are active in several African countries.
- Capacity Building (Individuals and Organizations).



- Research and Innovation for a sustainable growth in agriculture.
- Responsible financing solutions to boost the agro-food industry in view of regional integration.

Afternoon: One-to-One Business Meetings

- Meetings with the Israeli business community will be prepared following requests and according to sectors.



DAY 3 – TUESDAY 5 MAY 2009 * FIELD VISITS

Morning: Kibbutz Shefayim

- Visit to Kibbutz Shefayim, location of CINADCO's training centre, an opportunity to experience the cooperative ideology of the Kibbutz.
- **Visit to greenhouses**
To face natural restrictions of weather, land and water Israelis developed **technologies allowing for a maximum agricultural output** with greenhouse technology, **special coating, heating and ventilation systems, and Israeli producers have obtained superior results.**
- **Visit to Drip Irrigation Systems**
In addition to saving water, drip irrigation techniques allow for a significantly greater output of the agricultural produce. We will visit several drip irrigation sites, including a Kibbutz, where a major company of irrigation develops its techniques, which are then diffused worldwide.



Afternoon: Dairy farms & Aquaculture

- Participants will see first-hand how **technologies employed in Israel have transformed the dairy industry.** The output of milk has increased by 2,5 times since 1950: **cows produce 11000l of milk a year, equivalent to 30 litres a day.**
- Through this unique visit Participants will have the "opportunity to see, on the spot, how cattle are constantly monitored - all the Data collected is automatically updated by advanced IT software.
- Israeli **aquaculture** is practised at sea, in water tanks and in artificial lakes. After ten years of experimentation, the Israelis have been able to identify **the most efficient techniques and the most fitted species** for this type of breeding.



DAY 4 – WEDNESDAY 6 MAY 2009 * VISIT AT “AGRITECH 2009”

The International Exhibition for Technology in Agriculture – "Agritech" -- provides an excellent opportunity for visitors to become acquainted with Israel's achievements in agriculture and the great advances and developments that have occurred in agricultural production and research.

Israeli agriculture has undergone far-reaching changes, one of them related to the development and implementation of labor-saving mechanization technologies in order to overcome the permanent and ongoing lack of workers in agriculture.



Another outstanding trend is the transition to an environment-friendly agriculture following the world market requirements and the rising awareness of the importance of protecting the environment.

The crowning point of the exhibition is, of course, the display of modern, state-of-the-art technologies whose development ensures the excellence of Israel's agriculture and its successes in the field of export. These technologies, in great demand in many countries around the world, have made Israel an exporter of agricultural technology, inputs and know-how.

EMRC with the Ministry of Agriculture, the Export Institute and Cinadco will organise the visit following the sectors of interest of the delegates. Specific meetings during the day visit of the exhibition will also be organised following requests received from delegates, in order to share the experience and knowledge of Israeli companies. The latter is of great importance, particularly in view of the present world crises in food and water. Israel's advanced agriculture is a continuous experiment laboratory for water technologies, for developing quality varieties in regions with difficult growing conditions, and for advanced control systems to increase efficiency and productivity.

DAY 5 – THURSDAY 7 MAY 2009 * VISIT TO THE HOLY SITES

Visit to the Holy Sites of Jerusalem * Guided tour to Bethlehem (by car and by foot)



For more information, or to register to the 5th Economic Mission Africa-Israel, please contact Mr François Kacen. Tel: +32.26 26 15 13; Fax: +32.26 26 15 16; Email: fk@emrc.be